

## Visual and Audible Consumer Reaction Collection

## ABSTRACT OF THE DISCLOSURE

Collection of visual and audible reactions of a consumer while viewing or experiencing Internet advertising messages is made using the multimedia capabilities of a client device, such as a PC camera and/or a microphone. The presentation of advertising messages on a web client device display or speakers is timed, and visual images of the face of the user and audible recordings immediately subsequent to displaying or presenting the advertisement are captured and digitized. The digitized image and audio is transmitted marketing server, where they are processed for recognition of features, such as certain words in a sound file or certain expressions in a facial image. Multiple reactions from a plurality of consumer users may be aggregated to provide a more generalized consumer reaction measure to a marketing campaign based on a selected group of consumers according to their common demographic characteristics. Further, each individual consumer can be delivered different advertising messages depending on their detected reactions to previous similar messages, thus tailoring the marketing campaign to the individual consumer and maximizing the effectiveness of the campaign.